

1 of 4

Rep Firm	
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone#	202-872-1155
Salesperson FAX#	

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-17 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 2	6A-7A	:30	09/21-09/21	1	\$200.00	1
Rating: 2.8								
2	M-TH	KSL 5 NW TDY 2	6A-7A	:30	09/24-09/27	4	\$200.00	4
Rating: 2.8								
Buyline Comment: 1/DAY								
6	F	TODAY SHW	7A-8A	:30	09/21-09/21	1	\$450.00	1
Rating: 2.8								
7	M-TH	TODAY SHW	7A-8A	:30	09/24-09/27	4	\$450.00	4
Rating: 2.8								
Buyline Comment: 1/DAY								
11	SU	MEET PRESS-SUN	8A-9A	:30	09/23-09/23	1	\$150.00	1
Rating: 1.2								
12	F	TODAY SHW2	9A-10A	:30	09/21-09/21	1	\$200.00	1
Rating: 1.4								
13	M-TH	TODAY SHW2	9A-10A	:30	09/24-09/27	4	\$200.00	4
Rating: 1.4								
Buyline Comment: 1/DAY								
17	F	KSL 5 NWS-NOON	12P-1P	:30	09/21-09/21	1	\$200.00	1
Rating: 1.2								

Station KSL-TV SALT LAKE CITY
 Advertiser () NRCC-NATL REPUB CONG
 Product NRCC IE 2012
 Estimate# 2600
 Buyer TRACEY ROBINSON
 Phone#
 Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
 815 SLATERS LANE
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E 155/426/2600
 Flight Dates 09/21/2012 - 09/27/2012
 Hiatus Weeks

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
18	M-TH	KSL 5 NWS-NOON	12P-1P	:30	09/24-09/27	4	\$200.00	4
Rating: 1.2								
		Buyline Comment: 1/DAY						
22	F	KSL 5 NWS AT 5	5P-530P	:30	09/21-09/21	1	\$400.00	1
Rating: 2.8								
23	M-TH	KSL 5 NWS AT 5	5P-530P	:30	09/24-09/27	4	\$400.00	4
Rating: 2.8								
		Buyline Comment: 1/DAY						
27	F	KSL 5 NWS AT 6	6P-630P	:30	09/21-09/21	1	\$500.00	1
Rating: 3.8								
28	M-TH	KSL 5 NWS AT 6	6P-630P	:30	09/24-09/27	4	\$500.00	4
Rating: 3.8								
		Buyline Comment: 1/DAY						
32	SA	NOTRE DAME	530P-9P	:30	09/22-09/22	1	\$225.00	1
Rating: 2.4								
33	F	GAME NIGHT LIVE	630P-7P	:30	09/21-09/21	1	\$400.00	1
Rating: 3.0								
34	M-TH	KSL 5 NWS-6:30	630P-7P	:30	09/24-09/27	3	\$400.00	3
Rating: 3.0								
		Buyline Comment: 1/DAY						
38	TU	THE VOICE	7P-8P	:30	09/25-09/25	1	\$3,800.00	1
Rating: 6.8								
39	F	GRIMM-NBC	8P-9P	:30	09/21-09/21	1	\$1,400.00	1
Rating: 4.9								

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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40	F	DATELINE FR-NBC	9P-10P	:30	09/21-09/21	1	\$1,100.00	1
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Rating: 3.4

41	SU	KSL NFL EDITION	930P-10P	:30	09/23-09/23	0	\$800.00	0
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Rating: 6.7

42	M-TH	KSL 5 NWS-10	10P-1035P	:30	09/24-09/27	4	\$1,800.00	4
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Rating: 7.3

Buyline Comment: 1/DAY

46	SA	KSL 5 NWS-10	10P-1035P	:30	09/22-09/22	1	\$1,200.00	1
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Rating: 5.5

47	SU	KSL 5 NWS-10	10P-1035P	:30	09/23-09/23	1	\$2,100.00	1
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Rating: 8.6

48	F	TONITE SHW	1035P-1137P	:30	09/21-09/21	1	\$550.00	1
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Rating: 3.4

49	TU-W	TONITE SHW	1035P-1137P	:30	09/25-09/26	2	\$550.00	2
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Rating: 3.4

Buyline Comment: 1/DAY

51	SA	SPORTS BEAT SA	1035P-1105P	:30	09/22-09/22	1	\$375.00	1
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Rating: 3.0

52	SU	SPORTS BEAT SU	1035P-11P	:30	09/23-09/23	1	\$475.00	1
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Rating: 4.4

53	TH	TODAY SHOW	1P-2P	:30	09/27-09/27	1	\$200.00	1
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Rating: 3.0

54	TH	DR PHIL	3P-4P	:30	09/27-09/27	1	\$200.00	1
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Rating: 3.0

Station	KSL-TV SALT LAKE CITY	Agency	() NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	
Advertiser	() NRCC-NATL REPUB CONG		815 SLATERS LANE	Sales Office	() WASHINGTON
Product	NRCC IE 2012		ALEXANDRIA, VA 22314	Salesperson	() JAMIE ANDRUS
Estimate#	2600		Agency C/P1/P2/E	155/426/2600	
Buyer	TRACEY ROBINSON		Flight Dates	09/21/2012 - 09/27/2012	
Phone#			Hiatus Weeks		
Fax#					
				Salesperson Phone#	202-872-1155
				Salesperson FAX#	

---REPORT TOTALS---
 Report Totals: 52 / \$31,425.00

---SALES MONTHLY TOTALS---
 Sep 12: 52 / \$31,425.00
 Sales Totals: 52 / \$31,425.00
 Station Totals: 52 / \$31,425.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$104,750	CABL	0%	KJZZ	0%	KSL	30%	KSTU	0%	KTVX	0%
		KUCW	0%	KUTV	0%	UNKN	70%				

Books null
 Demos RA35+